

CLICK IT

DON'T RISK IT!

Value Your Family?

Kids learn by example. If you want your kids to buckle up as teens, set a good example today.

If you don't buckle up, your children may not when they are driving on their own and with other teens. Set a life-saving example for them, and make wearing safety restraints a family policy. A consistent habit of buckling up will help protect your loved ones everytime they ride in a car.

From 2001-2003, Idaho teens (15-19) represented 9% of Idaho's population but 19% of those killed or seriously injured in traffic crashes. Of those killed, 72% were not wearing their safety restraints. 109 families lost their loved ones. Don't let this happen to your family.

Unbelted occupants can injure others in a crash. Insist that everyone riding in your vehicle buckle up.

We Care, so CLICK IT, DON'T RISK IT!



This lifesaving message is brought to you by the Idaho Transportation Department and your Law Enforcement Agency.

We Buckled Up and Survived!



Safety restraints prevent deaths and serious injuries in traffic crashes. The airbag/seat belt combination is 85% effective at reducing moderate and serious head injuries in traffic crashes.



Yet, 60% of Idaho's motor vehicle fatalities involve a serious head injury as an immediate or contributing factor for the traffic death. Don't let this happen to your children.

CLICK IT DON'T RISK IT!

Be there for your family today, and tomorrow.